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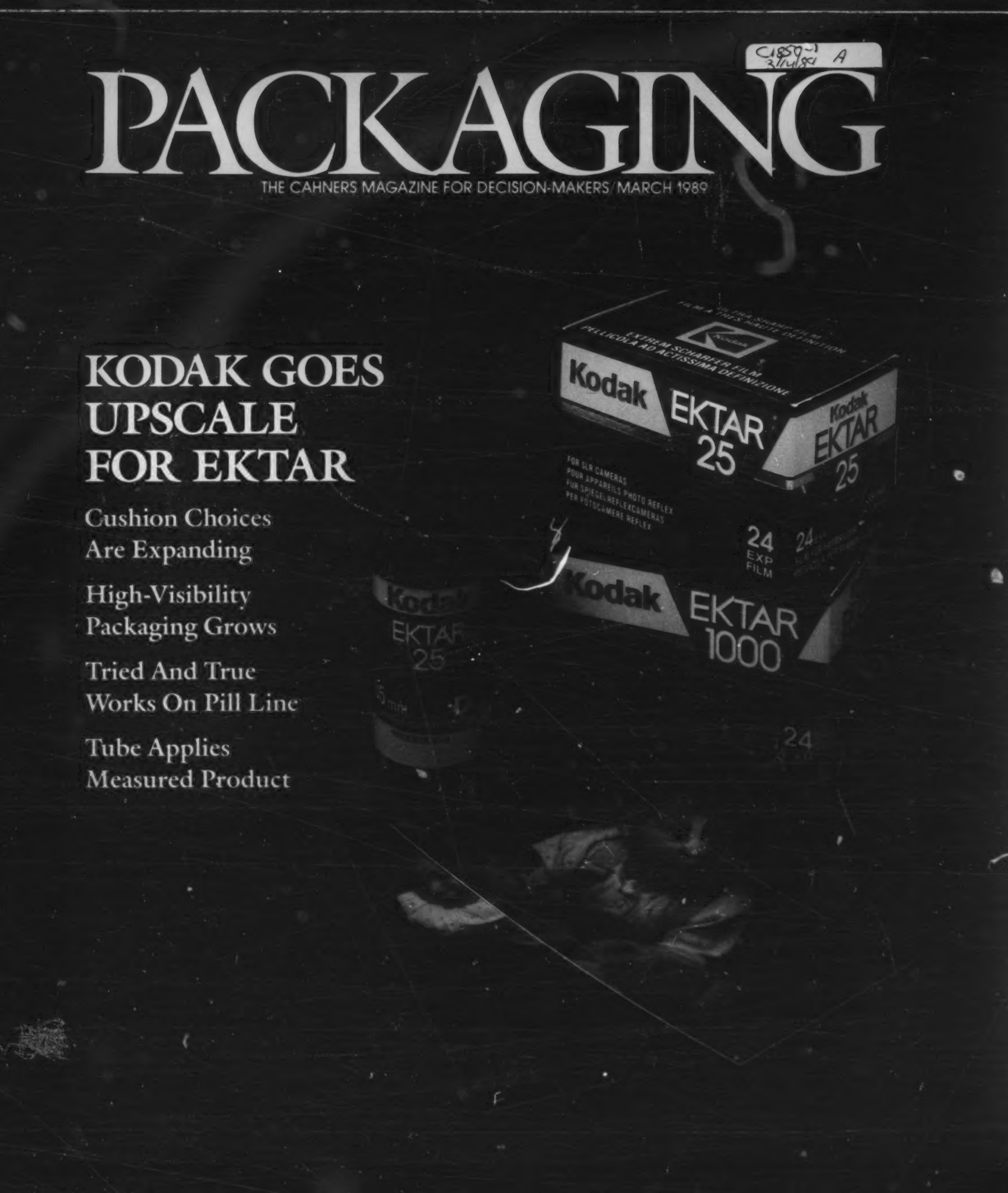
PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS / MARCH 1989



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Cushion Choices Are Expanding

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PACKAGING NEWS

Processors Ask FDA To Require Juice Content Labeling

NFPA will also seek amendment to require full nutritional labeling

Acting on the recommendation of its juice manufacturer members, the National Food Processors Association (NFPA) filed a petition today with the FDA asking the agency to require the percentage of total juice to appear prominently on all fruit and vegetable juice and dilute juice products.

In a separate action, the association also plans to seek an amendment to the Federal Food, Drug and Cosmetic Act, to require full nutrition labeling on these products.

The NFPA's petition reflects a consensus reached Dec. 1 by a special association task force. The group was convened to propose a solution to a 15-year debate over whether percentage juice content should be required information on the front panel of juice products.

Companies represented at that meeting included Ocean Spray Cranberries, Inc.; Dole Packaged Foods Co.; Campbell Soup Co.; Del Monte USA; National Fruit Product Co.; Clement Pappas & Co.; and Tree Top Inc.

U.S. Bag Sales Will Reach $5.6 Billion in 1993

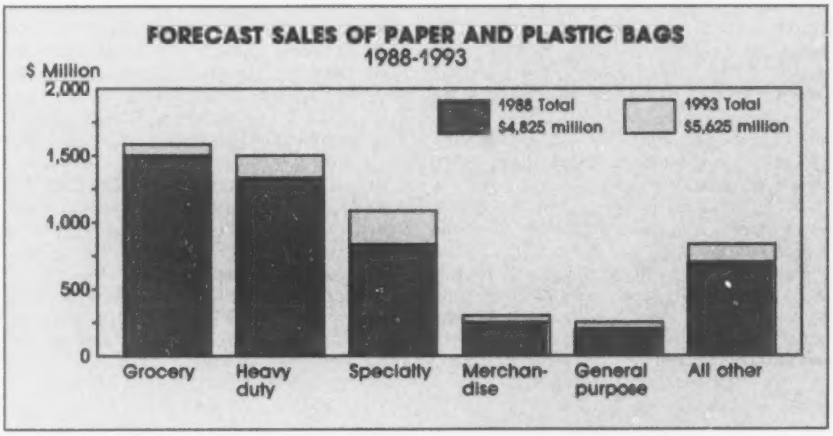
Study says specialty bags will grow 5%/year

U.S. consumption of paper and plastic bags will reach $5.6 billion in 1993, representing annual growth of 3.1% over the $4.8 billion level reached in 1988. This according to a study recently released by packaging industry consultants Kline & Co., Fairfield, N.J.

Consumption of specialty bags, such as those used for microwave popcorn, will grow by 5 percent per year, to $1.1 billion, as innovative suppliers find more new applications for paper and plastic bags.

As a result, Kline says it expects to see further consolidations among the key suppliers of commodity bags—which offer only average growth over this period—and increased merger and acquisition activity involving supplies of specialty bags.

For more information on the 86-page report, circle Reader Service No. **416**.



DuPont To Build World's Largest EVOH Facility

Plant at LaPorte, Tex. to be on-stream by mid-1991

The DuPont Co. has announced plans to build the world's largest manufacturing facility for its Selar OH ethylene vinyl alcohol (EVOH) resins for packaging. The 40-million-pound plant at LaPorte, Tex. is expected to be in operation in mid-1991.

The resins are used primarily in multilayer plastic packaging to protect oxygen-sensitive foods and materials.

"DuPont is committed to offering the most comprehensive range of plastic materials for barrier packaging," says Bruce A. Bachman, director of the firm's packaging products division. "With our broad technical capabilities and product offering, we believe DuPont is well positioned to meet current and future packaging needs for oxygen-sensitive materials."

IMPI Announces 24th Microwave Power Symposium

Microwave packaging among topics planned

The International Microwave Power Institute (IMPI) has announced plans for its 24th Microwave Power Symposium. Scheduled for Aug. 21-23, 1989.

The cooking appliance program will concentrate on such issues as: new microwave food and oven products, use of metal in the microwave, food chemistry in microwave heating, consumer uses and safety, developing microwave recipes, and new developments in microwave product packaging.

For more information on the symposium, circle Reader Service No. **415**.

Hoechst To Sell PVC Film Division

Related assets in Delaware also on block

Hoechst Celanese Corp. has announced it plans to sell its rigid polyvinyl chloride (PVC) film division and related assets at Delaware City, Del.

The divestment "will enable the firm to concentrate its resources upon other more integrated businesses, such as polyester film, which fit in with its corporate strategy," according to a statement released by the firm.

The PVC film division's operations in the Delaware City Industrial Complex include manufacturing, marketing, technical and administrative functions.

Sonoco, Graham Will Merge Plastic Bottle Operations

New firm will blow-mold containers from 28 plants nationwide

Sonoco Products Co. and Graham Engineering Corp. have signed a letter of intent to form a new company to produce and sell blow-molded plastic bottles to a wide range of packaging markets.

For several years the two firms have manufactured and sold plastic quart motor oil bottles through their Sonoco-Graham joint venture company. Graham's affiliated company, Graham Container Corp., has manufactured and sold plastic bottles to several other markets, including household chemicals, general automotive, and the food and beverage industries.

The new firm, to be called Sonoco-Graham, will combine the blow-molded packaging activities of Sonoco's Petroleum Products Div. and Graham Container Corp.

Sonoco-Graham will produce blow-molded containers from 28 manufacturing plants presently operated by one of the two parent firms. It will have access not only to Graham's equipment and engineering services, but also to the Sonoco Packaging Development labs, for packaged development and testing.

RECYCLING NEWS

Panel Members Downplay Degradable Packaging

Executives say it cannot do enough

During a panel discussion conducted recently for the Foodservice & Packaging Institute, Inc., executives from three leading suppliers of plastic packaging materials discounted the role of degradability in easing the landfill crisis.

Brought together by the Cahners Publishing Co. magazine *Restaurants & Institutions*, the seven-member panel responded to questions on a wide range of foodservice and packaging topics.

Among the questions was one regarding the controversial idea that plastics can be made to degrade in landfills. Three executives who responded to that question were Donald Genson, business director for solid-waste management, Dow Chemical U.S.A.; Christine Latella, director of recycling technologies for Mobil Chemical Co.; and James Reilly, president of Genpak Corp.

Seven-member panel of packaging and foodservice pros discusses environmental issues. Expressing opinions about degradable packaging are James Reilly of Genpack Corp. (left), Christine Latella of Mobil Chemical, and Donald Genson of Dow Chemical.

Said Reilly, "Degradability is simply not a solution to the solid-waste problem. In new landfills . . . there is no air or moisture to cause even those materials that can degrade to degrade." He added, "In the older landfills, degradability doesn't make the matter disappear. It transforms it into other matter, which could cause future pollution problems."

Genson concurred. In newer landfills, he said, "water percolation is minimized. Likewise, required frequent ground coverage creates conditions that exclude oxygen. In both these ways, the rate of degradation of all material is dramatically reduced. Clearly, making items more degradable under these conditions will not solve the immediate problem of a shortage of landfill space."

In summing up, Latella said, "While today we landfill 80 percent of our waste, recycle 10 percent and burn 10 percent, there's going to be a reversal until eventually no more than 10 percent of the waste stream will be landfilled," she said. "It does not make sense to make plastics degradable so that they can be disposed of in the least environmentally acceptable way."

Rush To Plastic May Be Slowed

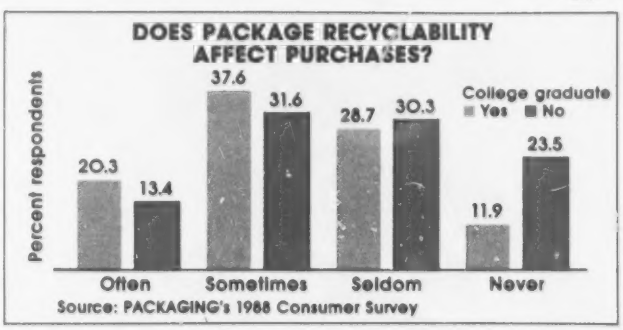
Study reveals packagers' caution

A recent study by Harborside Research Group, Inc., suggests that some packagers have been slowing down their move toward plastics in light of environmental concerns.

Based on responses by over 150 participants from the packaging field, the study showed that more than a few companies were putting the brakes on their conversion from glass and aluminum to plastics.

Also, most of the responding companies said they believed incineration would become the preferred method of solid-waste disposal by the year 2000 and that biodegradable packaging would prove to be the least viable solution to the waste crisis.

For more information, contact Harborside Research Group, 16 Front St., Salem, Mass. 01970.



Buying Choices Vary With Education

College grads often swayed by recyclability

PACKAGING's 1988 Consumer Survey shows that purchase decisions of college graduates are affected more than those of non-college grads by the recyclability of packaging.

Asked how often package recyclability affected their decision to buy one product over another, 20.3 percent of the college grads replied "often" and 37.4 percent replied "sometimes." Only 13 percent of the non-college graduates said package recyclability often affected purchases; less than 32 percent said it sometimes did.

Of the 1,000 households contacted nationwide, 756 returned questionnaires on a variety of packaging-related subjects.

Results of PACKAGING's 1989 Consumer Survey will be published in the June issue.

SPHE Releases Questionnaire

Goal is to cut waste problems from designs

They may not have all the answers to packaging's effect on the waste stream, but they certainly do have the questions.

SPHE, the Society of Packaging Professionals, has finished work on a questionnaire that is intended to alert packaging professionals to the environmental impact of packaging right from the start of the design process.

Among other things, the questionnaire asks designers to consider the recycling and degradability attributes of each proposed package long before it goes into production. The organization hopes that the questions will encourage packaging suppliers and end users alike to "look introspectively at their packaging choices."

For more information, contact SPHE, Reston, Va. 22091.